

Abstract

The thesis on *The Specifies of Alternative Radio Formats Targeted Towards Young Adult Listeners* reflects radio broadcasting which is mainly targeted on young listeners. It focuses on the current image of this broadcasting in terms of Czech media environment.

At first, the thesis familiarises its readers with basic terms that are used in connection with the issue of radio formats. Then it continues with the overview of music and journalism genres, which are crucial for the distinction between various radio formats. The closing chapter of the theoretical part introduces two radio stations which were chosen to represent the category of alternative radio format; these are Radio 1 and Radio Wave. In the following empirical part, a one-week broadcasting of these particular stations is being analyzed. Afterwards, a summary of the main similarities and differences between the stations is presented. The main attributes of alternative radio format as such are summed up then. In the final chapter, the thesis presents an additional public opinion research, which explores the image of alternative radio held by young audience.

For the sake of clarity, the findings of this thesis are presented from the most general facts to the most concrete ones.